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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listing, of claims in the application:

Claim 1 (Currently amended): A method for arranging search results~~generating a score for a document, wherein said document is listed within a search result set in response to a search term, said method~~ comprising: ~~the steps of: a)~~

capturing sales information associated with a document, wherein the document was returned in a search result set formed in response to a search term;

determining relative responsiveness, compared with other members of the search result set, of the document to the search term based on the sales information and on a position of the document in an ordering of the search result set;

generating a score for association with the document reflecting the relative responsiveness of the document to the search term; and

using the score to affect a response to a subsequent search.

~~a) gathering sales information associated with said document; and b) generating a score for said document, wherein said score is generated in accordance with said sales information.~~

Claim 2 (Cancelled)

Claim 3 (Currently amended): The method of claim 1, wherein the subsequent search uses the search term, and the response includes a search result set, the ordering thereof affected by use of the score.~~further comprising the step of: c) adjusting said score to account for passage of time.~~

Claim 4 (cancelled)

Claim 5 (Currently amended): The method claim 1, further comprising ~~the step of: c)~~ adjusting [[said]]the score to account for a specific knowledge of [[said]]the document.

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Claim 6 (Currently amended): The method claim 1, further comprising ~~the step of: c)~~ adjusting [[said]]the score to account for a specific knowledge of [[said]]the search term.

Claim 7 (Currently amended): The method of claim 1, further comprising ~~the step of: e)~~ applying [[said]]the score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 8 (original): The method of claim 1, wherein said document is a product.

Claim 9 (original): The method of claim 1, wherein said document is a catalog page.

Claim 10 (original): The method of claim 9, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

Claim 11 (original): The method of claim 10, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

Claim 12 (Currently amended): The method of claim 1, wherein <u>the relative responsiveness of the document to the search term accounts for</u> ~~said generating step b) generates a score for said document in accordance with~~ at least one sales type.

Claim 13 (original): The method of claim 12, wherein said at least one sales type comprises a preferred merchant sales type that represents sales made with a preferred merchant.

Claim 14 (original): The method of claim 12, wherein said at least one sales type comprises a non-preferred merchant sales type that represents sales made with a non-preferred merchant.

Claim 15 (original): The method of claim 12, wherein said at least one sales type comprises

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a related search preferred merchant sales type that represents sales made with a preferred merchant from a related search.

Claim 16 (original): The method of claim 12, wherein said at least one sales type comprises a catalog sales type that represents sales made with a catalog page.

Claim 17 (original): The method of claim 16, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

Claim 18 (original): The method of claim 12, wherein said at least one sales type comprises a related search catalog sales type that represents sales made with a catalog page from a related search.

Claim 19 (original): The method of claim 12, wherein said at least one sales type comprises a mapped catalog sales type that represents sales of a product that is associated with a catalog page.

Claim 20 (original): The method of claim 12, wherein said at least one sales type comprises a related search mapped catalog sales type that represents sales of a product that is associated with a catalog page from a related search.

Claim 21 (Currently amended): The method of claim 7, further comprising ~~the step of: d)~~ applying a usage function to said score.

Claim 22 (Currently amended): The method of claim 12, further comprising ~~the step of: e)~~ computing a configuration parameter for each of said at least one sales type, wherein said score is generated in accordance with said configuration parameter and said at least one sales type.

Claim 23 (original): The method of claim 22, wherein said score is generated in accordance with:

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$$Hotscore_{k,p} = \Sigma(\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one sales type t's occurrence for said search term k on said document p, and $\alpha_{k,t,T(t)}$ is said configuration parameter.

Claim 24 (Currently amended): A <u>computer readable medium encoded with computer readable program code, the program code comprising:</u>

<u>instructions for obtaining sales information associated with a document, the document returned in a search result set having a plurality of members, the search result set formed in response to a provided search term;</u>

<u>instructions for estimating responsiveness of the document to the search term based on the sales information and on a position of the document in an ordering of the plurality of members of the search result set; and</u>

<u>instructions for generating a score for association with the document reflecting the responsiveness of the document to the search term.</u>

~~computer-readable medium having stored thereon a plurality of instructions, the plurality of instructions including instructions which, when executed by a processor, cause the processor to perform the steps comprising of: a) gathering sales information associated with said document; and b) generating a score for said document, wherein said score is generated in accordance with said sales information.~~

Claim 25 (Currently amended): The computer-readable medium of claim 24, <u>further comprising instructions for affecting</u>~~wherein~~ the[[said]] ~~score is applied to effect~~ placement of said document within a listing order of <u>a</u>[[said]] search result set returned in response <u>to subsequent entry of the search term</u>.

Claim 26-27 (Cancelled)

Claim 28 (Currently amended): The computer-readable medium claim 24, further comprising further comprising <u>instructions for</u>~~the step of: c)~~ adjusting the[[said]]score to account

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for a specific knowledge of said document.

Claim 29 (Currently amended): The computer-readable medium claim 24, further comprising instructions forthe-step-of:-e) adjusting the[[said]]score to account for a specific knowledge of said search term.

Claim 30 (Currently amended): The computer-readable medium of claim 24, further comprising instructions forthe-step-of:-e) applying the[[said]]score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 31 (original): The computer-readable medium of claim 24, wherein said document is a product.

Claim 32 (original): The computer-readable medium of claim 24, wherein said document is a catalog page.

Claim 33 (original): The computer-readable medium of claim 32, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

Claim 34 (original): The computer-readable medium of claim 33, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

Claim 35 (Currently amended): The computer-readable medium of claim 24, wherein the instructions for generatingsaid-generating-step-b) are operable to generategenerates a score for said document in accordance with at least one sales type.

Claim 36 (original): The computer-readable medium of claim 35, wherein said at least one sales type comprises a preferred merchant sales type that represents sales made with a preferred

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merchant.

Claim 37 (original): The computer-readable medium of claim 35, wherein said at least one sales type comprises a non-preferred merchant sales type that represents sales made with a non-preferred merchant.

Claim 38 (original): The computer-readable medium of claim 35, wherein said at least one sales type comprises a related search preferred merchant sales type that represents sales made with a preferred merchant from a related search.

Claim 39 (original): The computer-readable medium of claim 35, wherein said at least one sales type comprises a catalog sales type that represents sales made with a catalog page.

Claim 40 (original): The computer-readable medium of claim 38, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

Claim 41 (original): The computer-readable medium of claim 35, wherein said at least one sales type comprises a related search catalog sales type that represents sales made with a catalog page from a related search.

Claim 42 (original): The computer-readable medium of claim 35, wherein said at least one sales type comprises a mapped catalog sales type that represents sales of a product that is associated with a catalog page.

Claim 43 (original): The computer-readable medium of claim 35, wherein said at least one sales type comprises a related search mapped catalog sales type that represents sales of a product that is associated with a catalog page from a related search.

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Claim 44 (Currently amended): The computer-readable medium of claim 30, further comprising instructions for~~the step of: d)~~ applying a usage function to the[[said]] score.

Claim 45 (Currently amended): The computer-readable medium of claim 35, further comprising instructions for~~the step of: e)~~ computing a configuration parameter for each of said at least one sales type, wherein said score is generated in accordance with said configuration parameter and said at least one sales type.

Claim 46 (original): The computer-readable medium of claim 45, wherein said score is generated in accordance with:

$$Hotscore_{k,p} = \Sigma(\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one sales type t's occurrence for said search term k on said document p, and $\alpha_{k,t,T(t)}$ is said configuration parameter.

Claim 47 (Currently amended): An apparatus for scoring search results ~~generating a score for a document, wherein said document is listed within a search result set in response to a search term, said apparatus~~ comprising: ~~means for gathering sales information associated with said document; and means for generating a score for said document, wherein said score is generated in accordance with said sales information~~

    logic operable to obtain sales information associated with a document, wherein the document was returned in a search result set formed in response to a search term;

    logic operable to determine relative responsiveness, compared with other members of the search result set, of the document to the search term based on the sales information and on a position of the document in an ordering of the search result set; and

    logic operable to generate a score for association with the document reflecting the relative responsiveness of the document to the search term.

Claim 48 (Currently amended): The apparatus of claim 47, wherein said score is applied to affect an ordering of the search result set in response to at least one subsequent search using the search term

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~~effect placement of said document within a listing order of said search result set~~.

Claim 49 (original): The apparatus of claim 47, further comprising: means for adjusting said score to account for passage of time.

Claim 50 (Currently amended): The apparatus of claim 47, further comprising: logic[[means]] for adjusting said score to account for positioning of said document within a listing order of said search result set.

Claim 51 (Currently amended): The apparatus claim 47, further comprising: logic[[means]] for adjusting said score to account for a specific knowledge of said document.

Claim 52 (Currently amended): The apparatus claim 47, further comprising: logic[[means]] for adjusting said score to account for a specific knowledge of said search term.

Claim 53 (Currently amended): The apparatus of claim 47, further comprising: logic[[means]] for applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 54 (Currently amended): The apparatus of claim 47, further comprising: logic[[means]] for applying a usage function to said score.

Claim 55 (withdrawn): A method for generating a score for a document, wherein said document is listed within a search result set in response to a search term, said method comprising the steps of: a) gathering click information associated with said document; and b) generating a score for said document, wherein said score is generated in accordance with said click information.

Claim 56 (withdrawn): The method of claim 55, wherein said score is applied to effect placement of said document within a listing order of said search result set.

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Claim 57 (withdrawn): The method of claim 55, further comprising the step of: c) adjusting said score to account for passage of time.

Claim 58 (withdrawn): The method of claim 55, further comprising the step of: c) adjusting said score to account for positioning of said document within a listing order of said search result set.

Claim 59 (withdrawn): The method claim 55, further comprising the step of: c) adjusting said score to account for a specific knowledge of said document.

Claim 60 (withdrawn): The method claim 55, further comprising the step of: c) adjusting said score to account for a specific knowledge of said search term.

Claim 61 (withdrawn): The method of claim 55, further comprising the step of: c) applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 62 (withdrawn): The method of claim 55, wherein said document is a product.

Claim 63 (withdrawn): The method of claim 55, wherein said document is a catalog page.

Claim 64 (withdrawn): The method of claim 63, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

Claim 65 (withdrawn): The method of claim 64, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

Claim 66 (withdrawn): The method of claim 55, wherein said generating step b) generates a score for said document in accordance with at least one click type.

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Claim 67 (withdrawn): The method of claim 66, wherein said at least one click type comprises a preferred merchant click type that represents clicks made with a preferred merchant.

Claim 68 (withdrawn): The method of claim 66, wherein said at least one click type comprises a mapped catalog click type that represents clicks of a product that is associated with a catalog page.

Claim 69 (withdrawn): The method of claim 61, further comprising the step of: d) applying a usage function to said score.

Claim 70 (withdrawn): The method of claim 66, further comprising the step of: c) computing a configuration parameter for each of said at least one click type, wherein said score is generated in accordance with said configuration parameter and said at least one click type.

Claim 71 (withdrawn): The method of claim 70, wherein said score is generated in accordance with:

$$Hotscore_{k,p} = \Sigma(\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one click type t's occurrence for said search term k on said document p, and $\alpha_{k,t,T(t)}$ is said configuration parameter.

Claim 72 (withdrawn): A computer-readable medium having stored thereon a plurality of instructions, the plurality of instructions including instructions which, when executed by a processor, cause the processor to perform the steps comprising of: a) gathering click information associated with said document; and b) generating a score for said document, wherein said score is generated in accordance with said click information.

Claim 73 (withdrawn): The computer-readable medium of claim 72, wherein said score is applied to effect placement of said document within a listing order of said search result set.

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Claim 74 (withdrawn): The computer-readable medium of claim 72, further comprising the step of: c) adjusting said score to account for passage of time.

Claim 75 (withdrawn): The computer-readable medium of claim 72, further comprising the step of: c) adjusting said score to account for positioning of said document within a listing order of said search result set.

Claim 76 (withdrawn): The computer-readable medium claim 72, further comprising the step of: c) adjusting said score to account for a specific knowledge of said document.

Claim 77 (withdrawn): The computer-readable medium claim 72, further comprising the step of: c) adjusting said score to account for a specific knowledge of said search term.

Claim 78 (withdrawn): The computer-readable medium of claim 72, further comprising the step of: c) applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 79 (withdrawn): The computer-readable medium of claim 72, wherein said document is a product.

Claim 80 (withdrawn): The computer-readable medium of claim 72, wherein said document is a catalog page.

Claim 81 (withdrawn): The computer-readable medium of claim 80, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

Claim 82 (withdrawn): The computer-readable medium of claim 81, wherein said catalog

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page also displays pricing information for said product by said plurality of merchants.

Claim 83 (withdrawn): The computer-readable medium of claim 72, wherein said generating step b) generates a score for said document in accordance with at least one click type.

Claim 84 (withdrawn): The computer-readable medium of claim 83, wherein said at least one click type comprises a preferred merchant click type that represents clicks made with a preferred merchant.

Claim 85 (withdrawn): The computer-readable medium of claim 83, wherein said at least one click type comprises a mapped catalog click type that represents clicks of a product that is associated with a catalog page.

Claim 86 (withdrawn): The computer-readable medium of claim 78, further comprising the step of: d) applying a usage function to said score.

Claim 87 (withdrawn): The computer-readable medium of claim 83, further comprising the step of: c) computing a configuration parameter for each of said at least one click type, wherein said score is generated in accordance with said configuration parameter and said at least one click type.

Claim 88 (withdrawn): The computer-readable medium of claim 87, wherein said score is generated in accordance with:

$$Hotscore_{k,p} = \Sigma(\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one click type t's occurrence for said search term k on said document p, and $\alpha_{k,t,T(t)}$ is said configuration parameter.

Claim 89 (withdrawn): An apparatus for generating a score for a document, wherein said document is listed within a search result set in response to a search term, said apparatus comprising: means for gathering click information associated with said document; and means for generating a

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score for said document, wherein said score is generated in accordance with said click information.

Claim 90 (withdrawn): The apparatus of claim 89, wherein said score is applied to effect placement of said document within a listing order of said search result set.

Claim 91 (withdrawn): The apparatus of claim 89, further comprising: means for adjusting said score to account for passage of time.

Claim 92 (withdrawn): The apparatus of claim 89, further comprising: means for adjusting said score to account for positioning of said document within a listing order of said search result set.

Claim 93 (withdrawn): The apparatus claim 89, further comprising: means for adjusting said score to account for a specific knowledge of said document.

Claim 94 (withdrawn): The apparatus claim 89, further comprising: means for adjusting said score to account for a specific knowledge of said search term.

Claim 95 (withdrawn): The apparatus of claim 89, further comprising: means for applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

Claim 96 (withdrawn): The apparatus of claim 89, further comprising: means for applying a usage function to said score.

Claim 97 (Currently amended): The method of claim 1, wherein generating includes selecting a configuration for generating the[[said]] score is selectable.

Claim 98 (withdrawn): The method of claim 55, wherein a configuration for generating said score is selectable.

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Claim 99 (new): The method of claim 1, wherein the sales information comprises at least one merchant/product identification pair associated with the search term, each of the at least one merchant/product identification pertaining to a product purchased subsequent to return of the search result set.

Claim 100 (new): The method of claim 99, further comprising categorizing the at least one merchant/product identification pair into at least one type; and eliminating at least one merchant/product identification pair deemed to be low confidence.

Claim 101 (new): The method of claim 1, wherein generating a score comprises selecting a formula emphasizing a scoring strategy from a plurality of formulas, each of the plurality emphasizing a different scoring strategy.

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